

## Bidding Strategy Manager

Job ID  
REQ-10036757

1月 15, 2025

China

### 摘要

- 负责地区的招标策略, 通过与外部的利益相关方、行业协会合作, 塑造利于行业良性发展的招标政策环境。
- 根据政府政策和法规的趋势以及诺华创新药物业务需求制定地区长期招标战略和短期投标策略。
- 在地方 QPO 级别领导实施可持续的患者访问战略。收集和分析数据, 为患者访问提交内容生成见解, 共同为客户、患者和诺华创造价值。

### About the Role

#### 招标策略的制定

与主要政府相关招采的机构保持积极密切的联系与合作, 以优化行业发展和提高患者可及性的政策环境。

- 1 管理出价信息和数据,支持出价决策。
- 2 在投标全过程中,主动向相关政府部门提供行业方面的建议。
- 3 密切关注医疗改革、国家招标政策、法规和趋势,评估对业务的可能影响,并前瞻性采取行动。

## 招标策略的执行

通过预测、分析、评估,为各种招标活动提出建议和解决方案,跟进实施与公司战略保持一致的招标结果。针对定价进行测算并给出相应建议,分析相关业务影响并优化有关流程,并确保后续实施,加强地区内部招标流程管理;制定竞价策略和战术,以支持实现竞价目标,同时要预见风险并事先制定应急计划。

## Work Experience

- 熟知国家和地区招采相关政策法规,洞察国家卫生改革趋势
- 优秀的职业道德和合规风险评估能力
- 良好的人际交往能力、跨部门协作能力及资源整合能力
- 强大的谈判和分析能力

Ideal Background (State the minimum and desirable education and experience level)

Education:

Master ' s degree or above in economics and healthcare-related disciplines

Languages:

Fluent in both written and spoken Chinese Mandarin

Good in both written and spoken English

Experience:

4+ years ' experience in Access/Bidding within pharmaceutical industry/academia

Strong project management skillsets

Strong communication and stakeholder engagement

Business acumen and strategic thinking

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients ' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

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部门

International

Business Unit

Innovative Medicines

地点

China

站点

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area  
Market Access

Job Type  
Full time

Employment Type  
正式

Shift Work  
No

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